

El Dorado County Economic Development Strategy

Revenue focus

Executive Summary

Purpose and Goals: This strategy aims to increase revenue to the County by supporting business growth, job creation, sustainable development, and improving the quality of life in El Dorado County. It emphasizes strategic planning focused on revenue generation through short-term, mid-term, and long-term economic impacts.

Key Objectives: Business retention, business attraction, targeted incentives, and robust community engagement are structured to support revenue such as transit occupancy tax, sales tax, and property tax. Maintain consistent revenue growth to ensure a high-level of County services to the residents of El Dorado County.

I. Short-Term Revenue: Transit-Oriented Tax (TOT)

Community Outreach and Engagement Strategy

Engagement Objectives

- Build public and business support for tourism and hospitality initiatives. **Connect tax generation to community benefit.**
- Increase awareness and participation in TOT-generating events.
- Evaluate the impact of eliminating the cap and buffer zone for vacation home rentals

Business Retention and Growth

- One-on-one meetings with TOT generators.
- **Support Growth initiatives, including the development of right-sized lodging types and properties in unincorporated areas of the county.**
- **Support an increase in TOT collections on the west side of the county.**
- **Develop and fund a lodging industry supply and demand study to identify areas of need for generating overnight visitation (e.g., Meyers, Georgetown, etc.), while giving special attention to the Apple Hill region for “ag-lodging” opportunities.**

Marketing for Tourism

- **Support increased funding for the El Dorado County Visitors Authority**

- Support the formation of a tourism Business Improvement District in the unincorporated areas of EDC to generate stable tourism promotion/stewardship education funding.
- Digital ads and social media promoting overnight stays.
- Highlight seasonal events and regional tourism draws. Increased exposure for low-demand seasons to shift demand from the high summer season.

Public Forums & Communication

- Share plans for tourism development and receive community feedback. They currently do this with an annual tourism summit.

Stakeholder Collaboration

- Partner with local tourism bureaus, lodging operators, and event planners. The Board of Supervisors eliminated funding for tourism promotion, so as of June, there will be no tourism promotion organization.

Community Benefit Programs

- Local hiring for seasonal and tourism jobs.
- Visitor-focused improvements like signage and beautification.

II. Mid-Term Revenue: Sales Tax Growth

Business Retention Strategy

Objectives

- Retain existing businesses, sustain jobs, and support sales-generating industries.

Data Collection and Analysis

- Surveys and outreach to identify at-risk businesses and barriers to sales growth.

Programs

- Business Support: Technical assistance, access to capital.
- Workforce Development: Partner with schools and training programs.
- Networking: Industry forums and collaboration hubs.
- Business startup workshops with state and local partners for entrepreneurs.

Business Retention Visits

- Site visits and check-ins to proactively support businesses.
- Business liaison team to coordinate services.

Incentive Policy Adoption (Mid-Term Focus)

Sales-Oriented Incentives

- Targeted incentives for retail, manufacturing, and service sectors that boost sales tax.

Marketing and Branding

Community Brand

- Emphasize local commerce, regional access, and quality of life.

Digital Campaigns & Trade Shows

- Focus on attracting mid-size firms and business expansions.

III. Long-Term Revenue: Property Tax Generation

Business Attraction Strategy

Target Industry Analysis

- Identify Key Industries: Focus on sectors that offer strong property investment and job creation.
- Competitive Advantage Assessment: Highlight local assets such as land availability, infrastructure, and workforce.

Site Selection Assistance

- Inventory of Available Sites: Maintain an updated list of commercial/industrial properties.
- Provide Data and Insights: Zoning, infrastructure, and incentive packages.

Incentive Policy Adoption (Long-Term Focus)

Incentive Policy Goals and Principles

- Focus on incentives tied to long-term job creation and capital investment.
- Develop guidelines ensuring alignment with property tax generation goals.

Types of Incentives

- Financial: Tax abatements, grants for development.
- Non-Financial: Expedited permitting, custom infrastructure, and fee deferrals.
- Performance-Based: Measured by long-term investment and property value growth.

Community Improvement Projects

- Public investments that increase property values (e.g., parks, infrastructure upgrades).

IV. Supporting Sections

Introduction and Background

Economic Context

- Current economic overview, workforce dynamics, and market opportunities.

Community Vision

- Long-term commitment to sustainability, inclusivity, and innovation.

Evaluation and Performance Metrics

Key Performance Indicators (Grouped by Revenue Type)

Short-Term (Transit-Oriented)

- TOT revenue, tourism attendance, and overnight stays.

Mid-Term (Sales Tax)

- Number of retail/service expansions, total taxable sales.

Long-Term (Property Tax)

- Capital investment, land development, and assessed value growth.

Annual Review and Adjustments

- Use KPIs to refine strategy annually and optimize program effectiveness.

Conclusion and Next Steps

Strategic Recap

- Restate commitment to increasing revenue through short-term, mid-term, and long-term strategies.

Immediate Actions

- Launch targeted programs by category, develop incentive guidelines, and initiate community engagement.

Long-Term Vision

- Reinforce El Dorado County's aim to achieve sustainable growth through coordinated economic development.